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2019 Three-Season Campaign

UTAH OFFICE OF TOURISM

The Strategy

ULTIMATE BUSINESS OBJECTIVE

Grow Utah's tourism economy and tax revenues—
while also promoting responsible destination management.

STRATEGY

Awareness

Life Elevated: Continued powerful branding

Targeted Marketing

- Increase visitor spending, not volume of visitors
- Get visitors off the beaten path

WHAT DOES SUCCESS LOOK LIKE?

1. Visitors spending more time and money in Utah's equally impressive, but less known locations
2. Learning more about which audiences to target—and how

HOW DO WE GET THERE?

Continue leveraging MIGHTY 5 by running the existing :30.

- The campaign's continued success strongly ties the Utah brand to our state's key differentiator
- Stakeholders' desire to continue driving park visitation
- To promote less-known locations, we need to recognize the parks as anchors of a Red Emerald trip

HOW DO WE GET THERE?

Using existing assets, adjust our creative to more closely align with the Red Emerald initiative.

- Evidence of campaign wear-out
- Opportunity to be more emotionally resonant
- A common messaging framework will ensure brand consistency across targeted executions

HOW DO WE GET THERE?

Target specific, high-quality audiences with tailored creative and innovative media tactics.

Speaking directly to consumers will allow us to be more precise and strategically encourage Red Emerald trips.

HOW DO WE GET THERE?

Expand the duration of the media run to encourage off-season visitation.

- Certain audiences identified by Dstillery aren't limited by traditional vacation time
- Learnings from early tests can be applied to targeted creative in late season buys

The Creative

A construct, not a campaign.

Utah's national parks are incredible — famously so.

We argue, however, that what lies between the parks is equally compelling. The moments that happen between Zion and Bryce, between days one and four, between friends and between fathers and daughters.

Between the Mighty 5.

So, why “Between”?

It occupies both physical spaces and emotional landscapes — and allows us to get targeted and tactical in execution.

What does the “Between” construct accomplish?

Leverages brand equity

Establishes messaging consistency

Allows us to directly connect with target audiences

Encourages Red Emerald trips

Families are interested in giving their children educational, memorable experiences.

Repeat Visitors are seeking unique experiences and hidden gems — the things they missed last time.

Achievers are driven by physical challenge; traveling here to bike, hike, run and more.

Explorers seek transformative travel and unique cultural experiences.

Traditional three-season travelers are coming for what we are known for: national parks and red rock.

TARGETED USER JOURNEY: FAMILY

Awareness

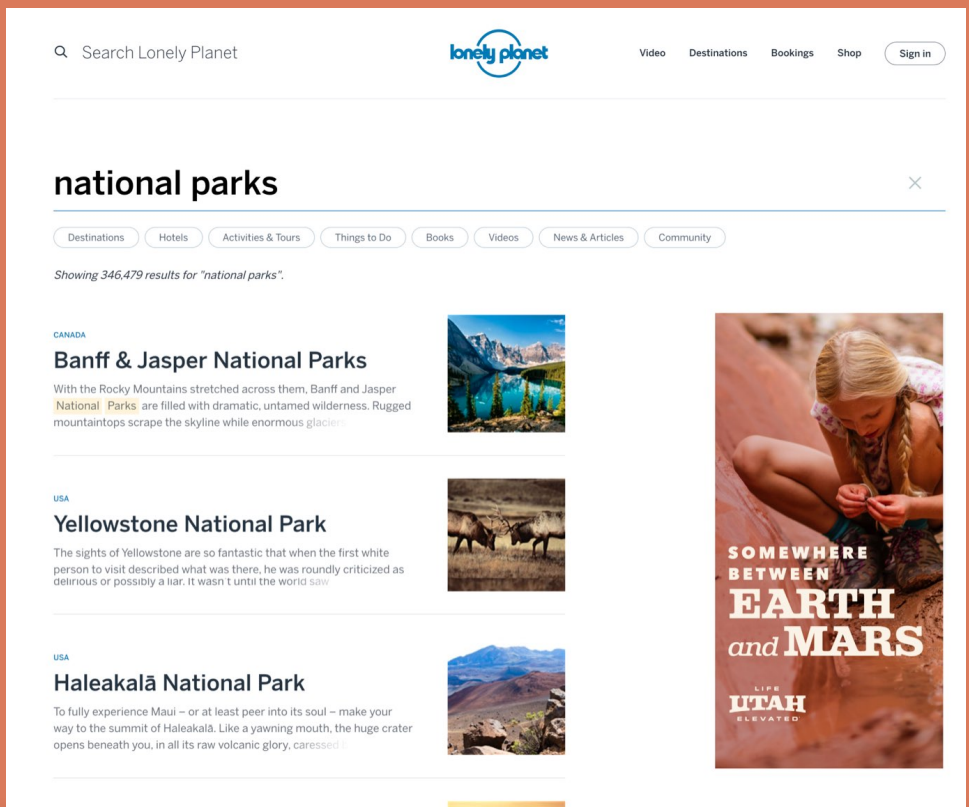


Cable TV

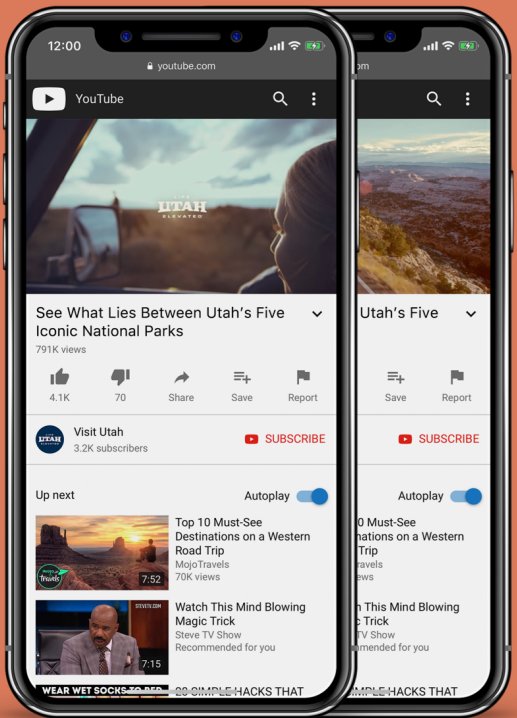
Dreaming



Connected
TV &
Addressable
Cable

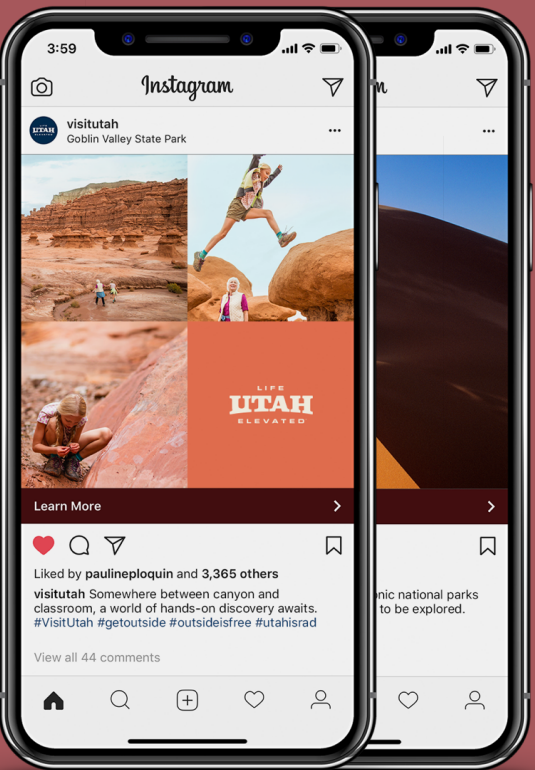


Digital

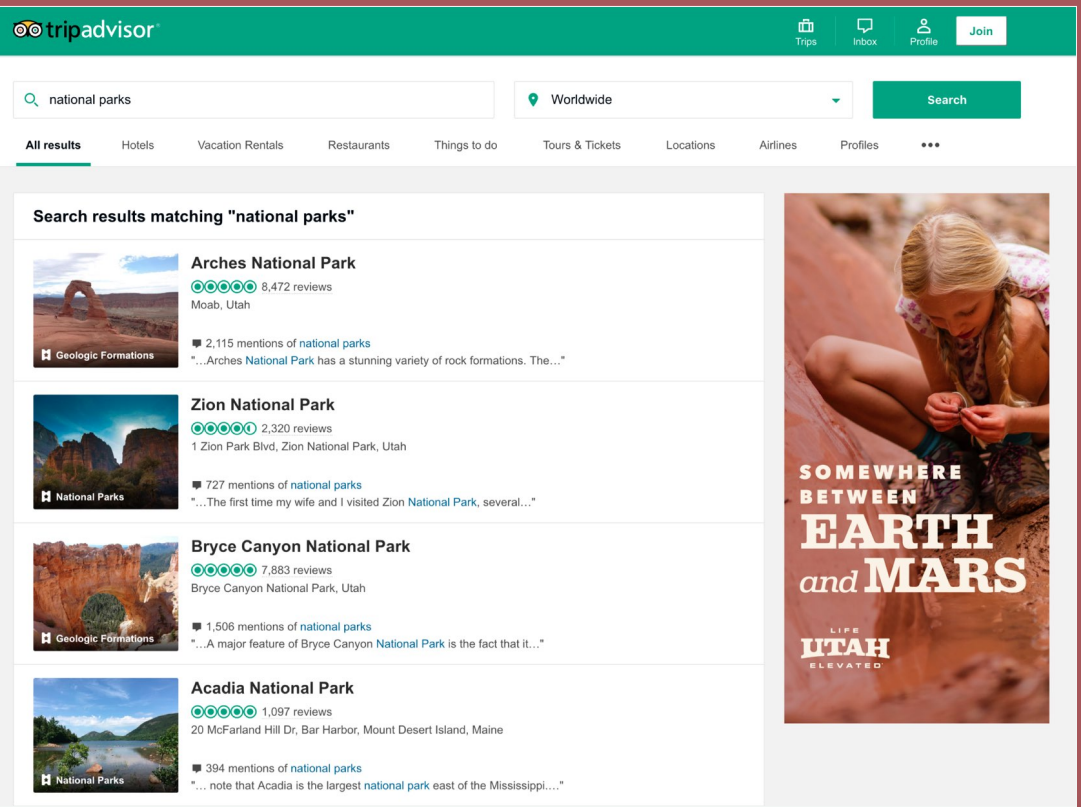


Pre-roll

Planning



Social



Digital

:15 “BETWEEN”

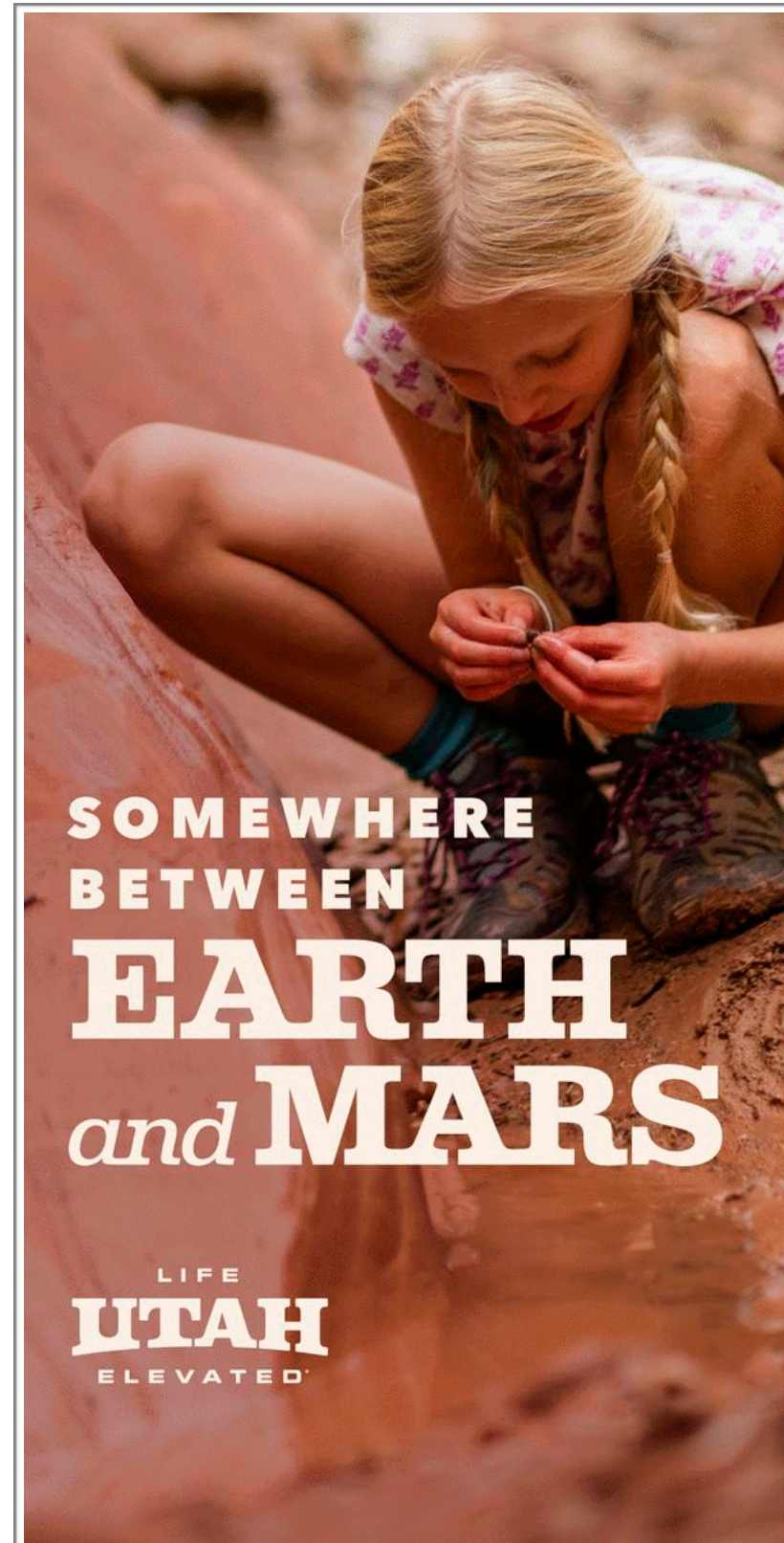


TARGETED USER JOURNEY: FAMILY



TARGETED USER JOURNEY: FAMILY

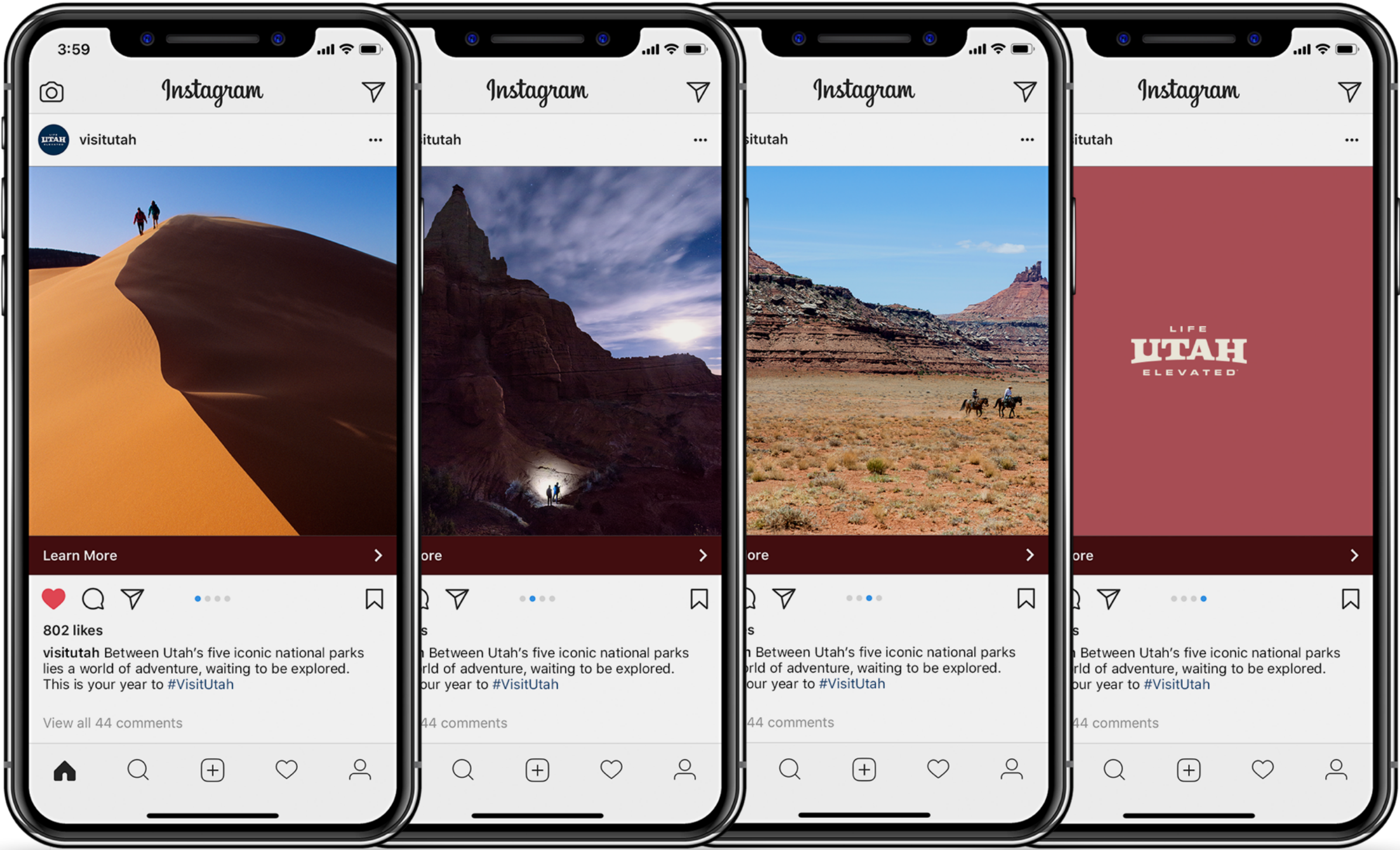
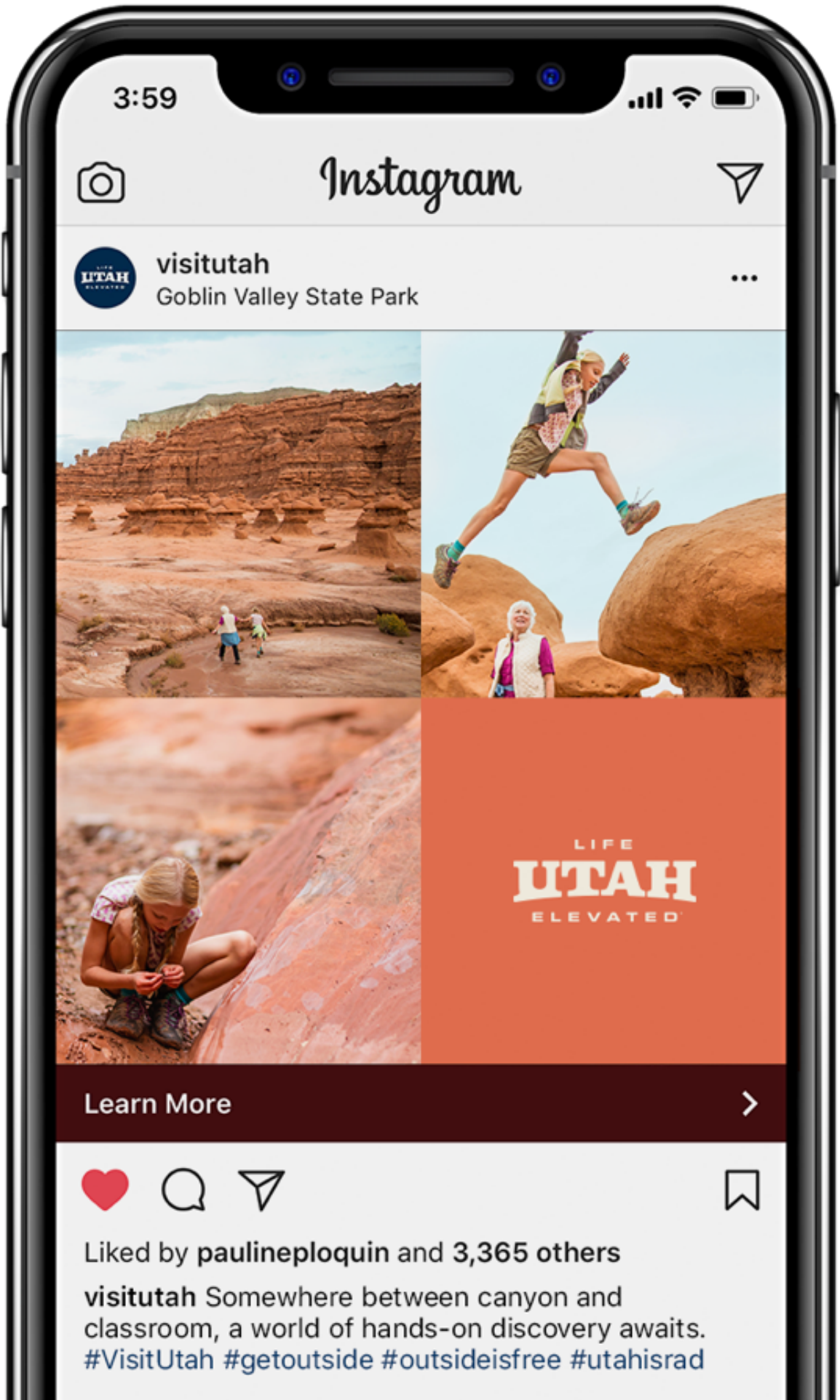
Targeted Digital HTML5 & Static



TARGETED USER JOURNEY: FAMILY

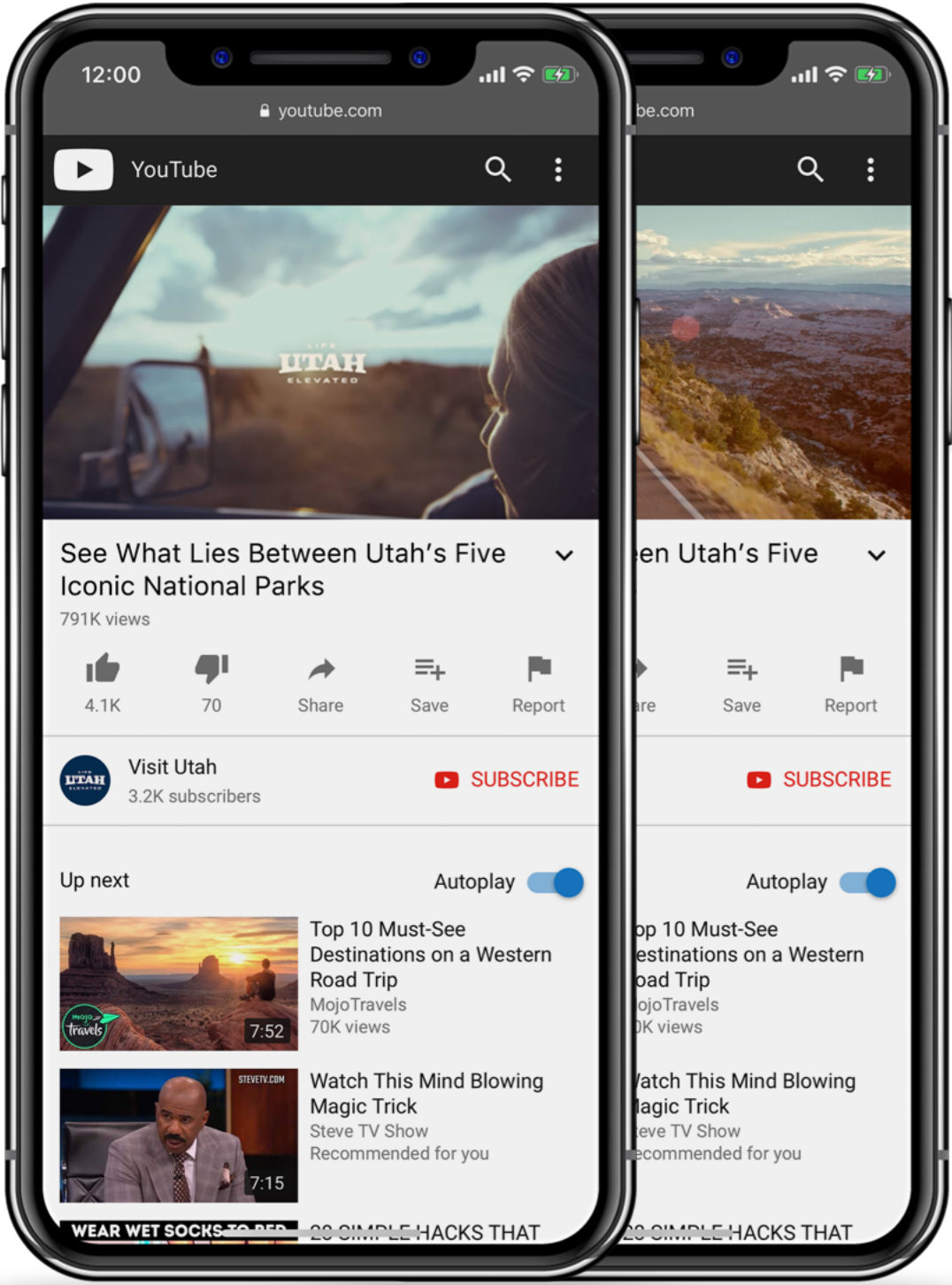
Social & Pre-roll

Image Collage

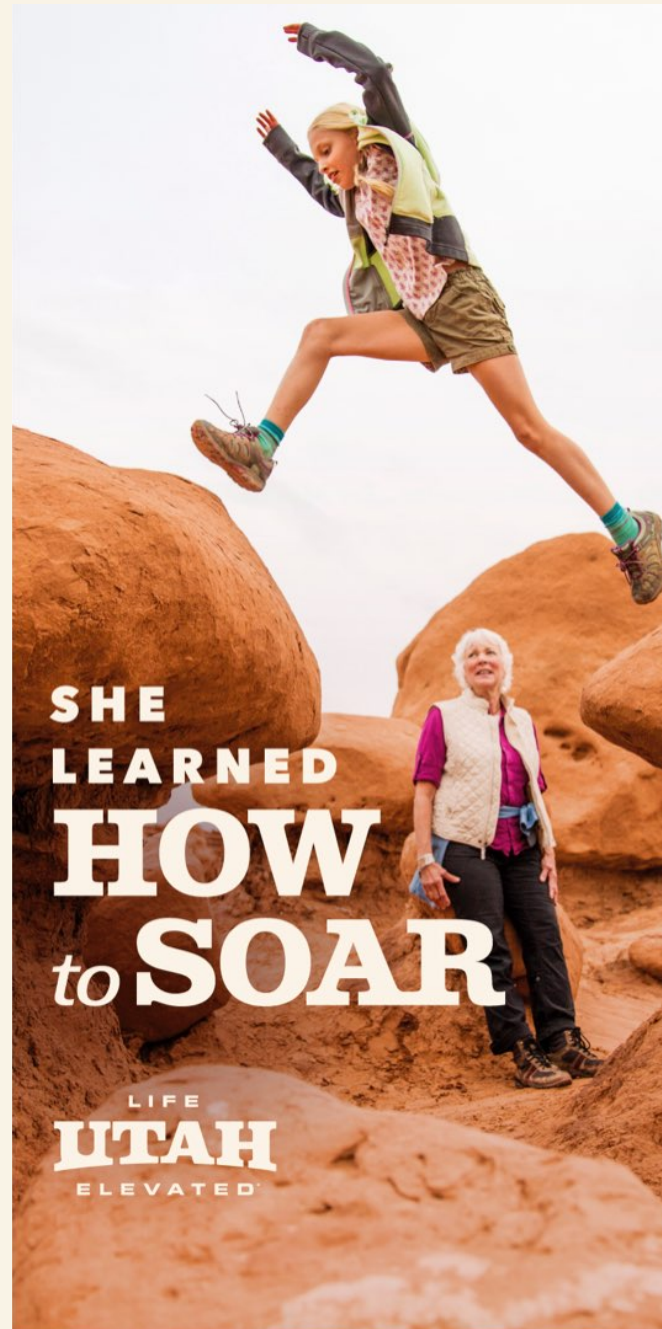
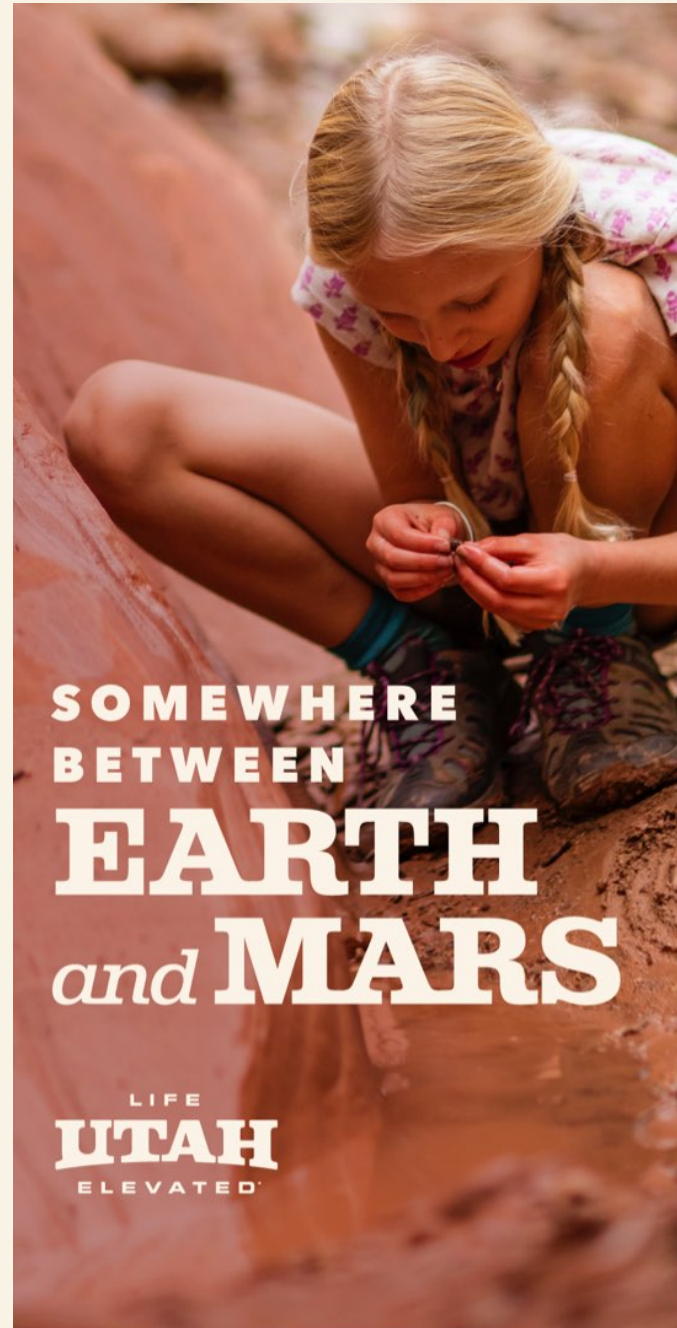


Multi-image Carousel

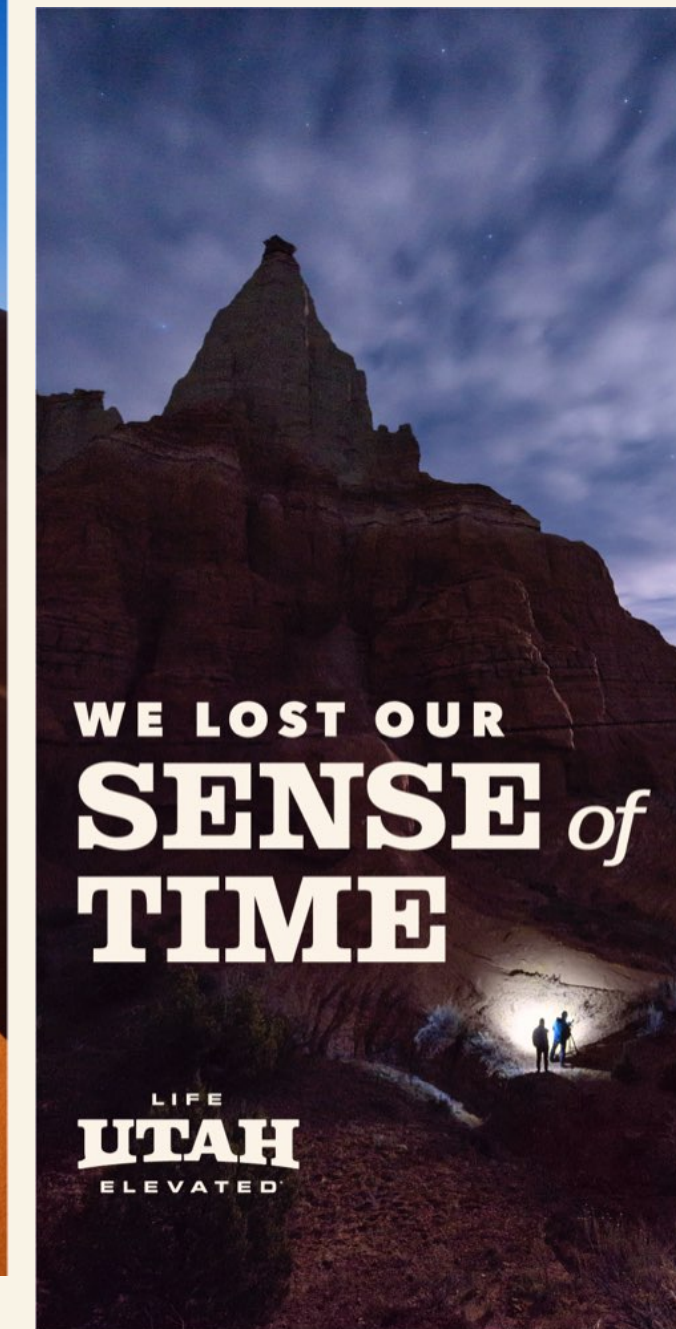
YouTube Pre-roll



TARGETED DIGITAL: HTML5 & STATIC

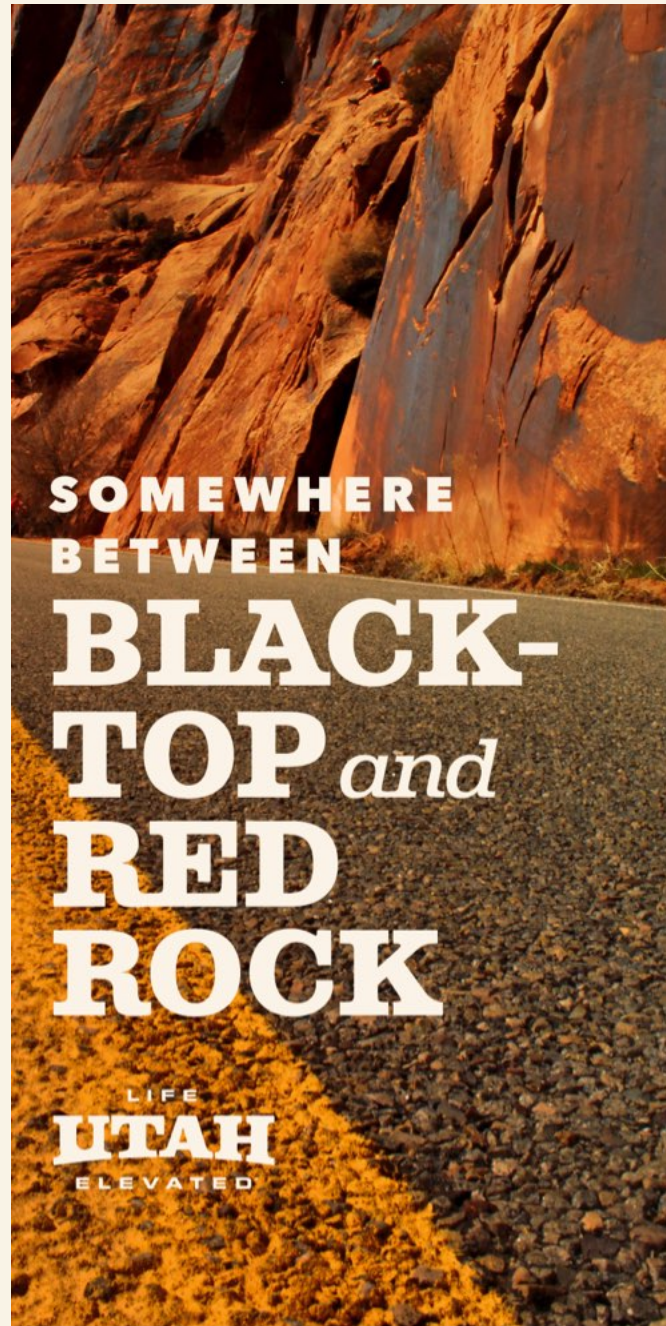


Family

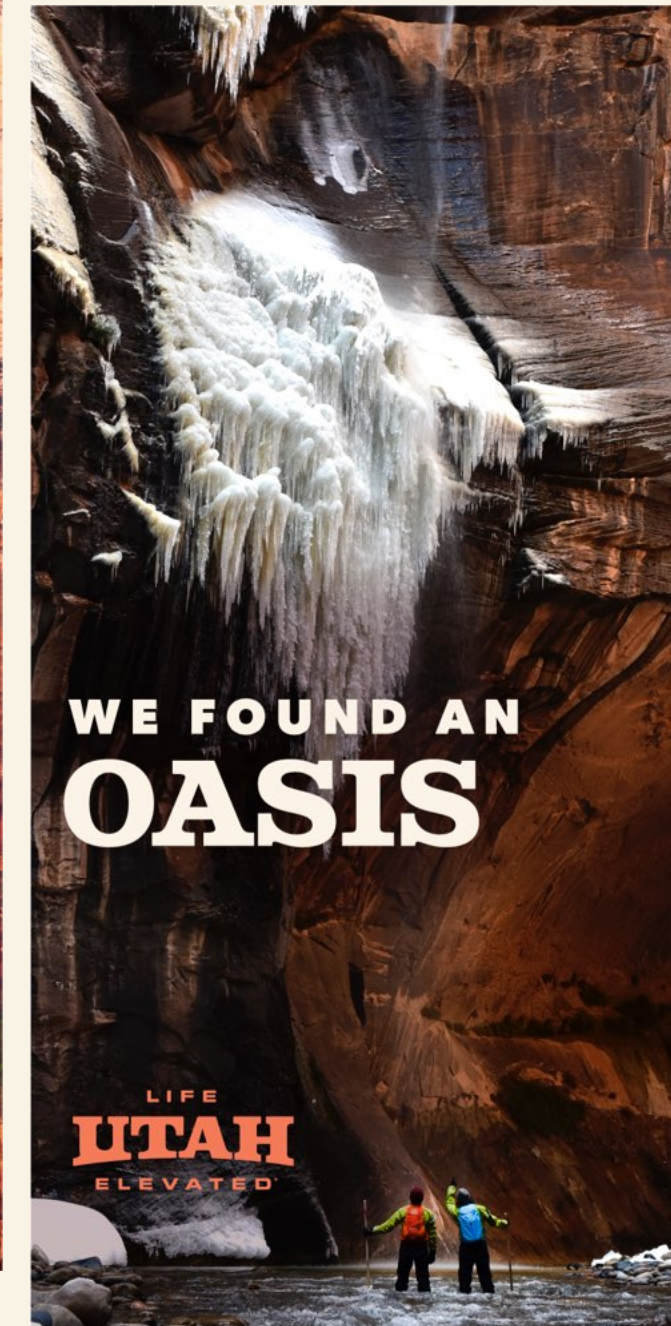


Explorer

TARGETED DIGITAL: HTML5 & STATIC

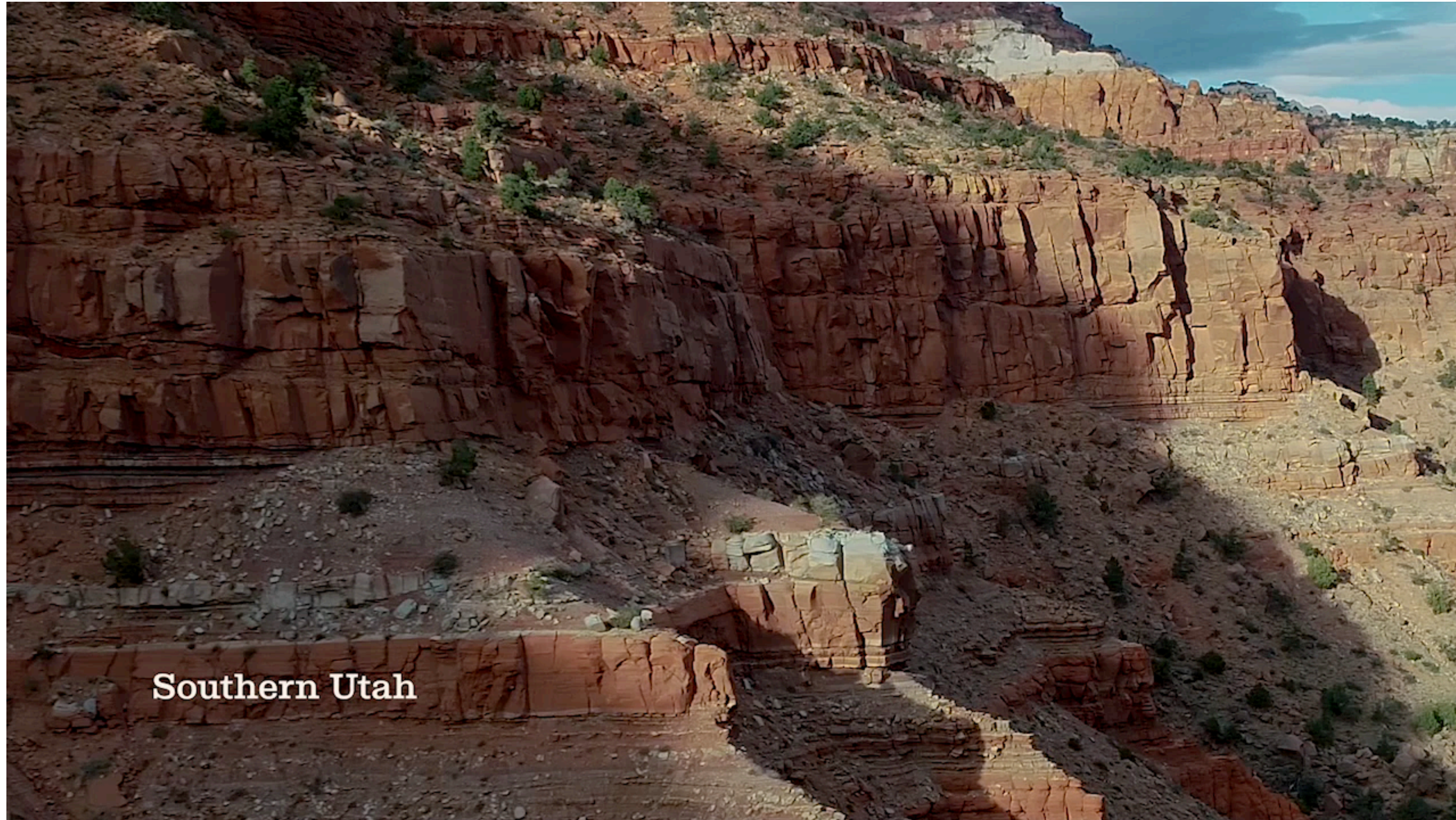


Achiever



Repeat Visitor

:15 EXPLORERS



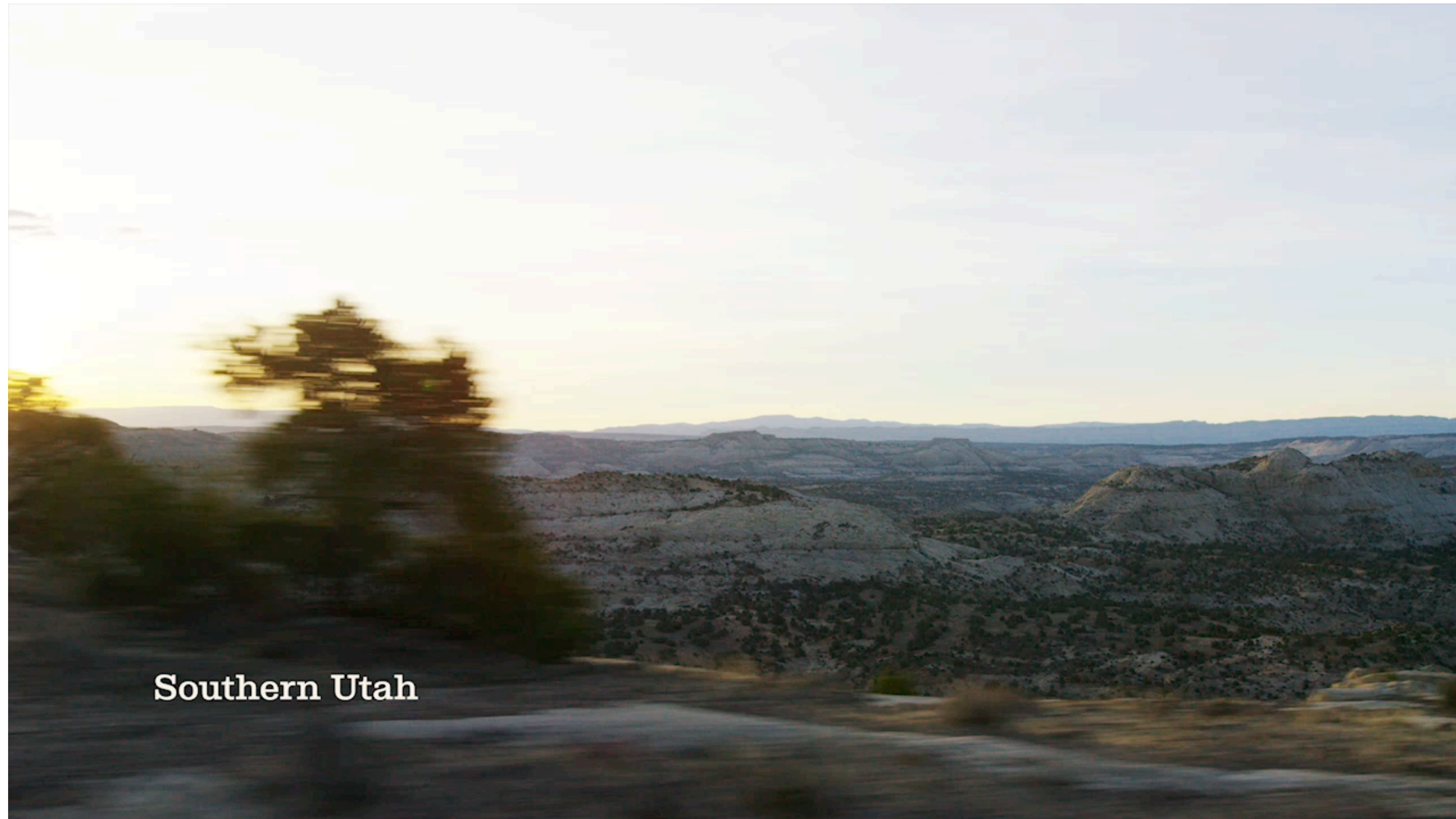
Southern Utah

:15 ACHIEVERS



Southern Utah

:15 REPEAT VISITOR



Southern Utah